RENTROCKET

Call for front-end developers
RentRocket green rental housing website

Project details:

We have developed a design for the landing page for a new green rental housing website and are seeking a front-end developer to code the design for integration into our prototype website. We are hoping to launch the site in early 2015, and hope to have a final, coded design by February 16, 2015 (allowing time for revisions as needed).

The approved design is here. Note that the text has not yet been finalized.

The prototype website homepage is here, and the map pages are here.

Other notes:
- The embedded map does not need to be functional – users will select their city from the dropdown menu at the center of this image.
- The energy form at the bottom right does need to be functional. It should be coded as HTML/CSS, and our database developer will integrate it into the website.
- Internal pages will also need to be designed and coded, but do not need to be completed by February 15 and can be completed as a separate project if necessary.

For additional information, please contact bauerj@bloomington.in.gov. **Expressions of interest due by January 9th, 2015**.

Project Background:

Cities across the country, particularly college communities, face challenges in meeting energy, climate change, and general sustainability goals because of a split incentive problem and a data deficit regarding rental housing.

Renters pay utility bills, but lack the knowledge or ability to make major efficiency investments in properties they do not own. Landlords could invest in the energy efficiency of their properties but often lack an incentive to make them because they do not pay the utility bills. If landlords paid the utility bills, renters would lack any incentive to change their behavior. This is the *split incentive problem*.

The *data deficit* refers to renters' lack information about and/or interest in utility bills, recycling availability, and access to active transportation when they search for housing. Landlords lack information about energy and resource consumption at their properties because utility bills are usually in the tenant's name.

The end result is that landlords fail to perceive sustainability investments as a need because renters fail to consider or articulate them as an important factor in housing decisions. We hope

to address this issue by improving the information and tools available to both the renter and the landlord.

A survey conducted of IU students in 2012 indicated that a large proportion of students desire a comprehensive housing tool.

To satisfy both the general desire by students for better housing information, and our own desire to make sustainability information more accessible to both renters and landlords, we are developing a prototype rental housing tool called RentRocket. This tool will include basic rental information (# of bedrooms and bathrooms, availability of laundry facilities, monthly rent, etc.) and sustainability-related information (energy and water bills, availability of recycling services, access to public transit and bike facilities, etc.).

A grant was received in early 2013 from the Urban Sustainability Directors Network (USDN) to support the creation of a prototype of this website, and 14 total cities signed on as partners. A second round of funding was received in 2014 to fully develop the website in four focus cities.